

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00  
FCC-01 INR-07 NSAE-00 OC-06 USIA-06 COME-00  
BIB-01 /041 W  
-----073089 241115Z /12

R 241044Z JUN 77  
FM AMEMBASSY PARIS  
TO SECSTATE WASHDC 4688  
INFO AMEMBASSY ROME  
AMCONSUL GENOA  
AMCONSUL BORDEAUX  
AMCONSUL LYON  
AMCONSUL MARSEILLE  
AMCONSUL STRASBOURG

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FOLLOWING MESSAGE SENT PARIS DATED 20 JUNE 1977 FROM  
NICE RPTD FOR YOUR ACTION/INFO:

QUOTE: NICE 663

E.O. 11652: N/A  
TAGS: SOPN, ETEL, FR, MN, IT  
SUBJECT: RADIO CONTINENTALE (UNITED BROADCASTING  
COMPANY, INC.)

REF: ROME 8127 (NOTAL)

1. A REUTERS REPORT DATED MAY 3, 1977 IN THE INTER-  
NATIONAL HERALD TRIBUNE WAS THE FIRST INDICATION THE  
CONSULATE HAD OF THE ESTABLISHMENT IN NICE OF THE OFFICE  
OF RADIO CONTINENTALE, FOUNDED BY THE U.S. FIRM, THE  
UNITED BROADCASTING COMPANY, INC. THE NEWS ITEM  
REPORTED THAT THE STATION, LOCATED IN THE ITALIAN BORDER  
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TOWN OF VENTIMIGLIA, WOULD START COMMERCIAL BROADCASTING  
IN FRENCH TO THE FRENCH RIVIERA AREA ON MAY 15, 1977.

2. ON MAY 16, 1977 LE MONDE CARRIED A FEATURE ARTICLE  
REGARDING BOTH RADIO CONTINENTALE AND ANOTHER RECENTLY  
ESTABLISHED INDEPENDENT RADIO STATION NAMED QUOTE AZUR  
102 UNQUOTE. THE ARTICLE INDICATED THAT RADIO AZUR 102,

AS RADIO CONTINENTALE, WAS ALREADY BROADCASTING (MAINLY EXPERIMENTAL MUSICAL PROGRAMS) FROM AN ITALIAN BORDER TOWN AND HAS ITS MAIN OFFICE, NAMED LA SOCIETE D'ETUDES AUDIO-VISUELLES (SEAV), BASED IN THE PRINCIPALITY OF MONACO.

3. ACCORDING TO LE MONDE, THE PROTECTION OF THE STATE TV AND RADIO MONOPOLY WAS A RECENT SUBJECT OF DISCUSSION IN PARLIAMENT. ON MAY 11, 1977, MR. AUTIN, PRESIDENT OF THE FRENCH RADIO/TV OFFICE (T.D.F.) STATED THAT IT WAS HIS HOPE THAT PARLIAMENT WOULD AUTHORIZE THE ESTABLISHMENT OF A SPECIAL COMMISSION, UNDER THE DIRECTION OF THE PRIME MINISTER, CHARGED WITH ENFORCING THE VARIOUS DECREES AND ORDONNANCES OF HIS OFFICE. HE SUGGESTED THAT SUCH A COMMISSION BE MADE AN INTEGRAL PART OF THE HAUT CONSEIL DE L'AUDIOVISUELLE. IN CONCLUSION, LE MONDE INDICATED THAT SUCH A STEP WOULD APPEAR MOST APPROPRIATE AT THE PRESENT TIME IN VIEW OF THE WAR OF UNAUTHORIZED STATIONS ("GUERRE DES STATIONS PERIPHERIQUES") WHICH ARE BROADCASTING TO THE COTE D'AZUR. A SIMILAR ARTICLE REGARDING THE TWO NEW STATIONS IN THE AREA WAS PUBLISHED ON 15 MAY 1977 IN LA TRIBUNE DE MONACO, A NEWSPAPER RECENTLY ESTABLISHED IN THE PRINCIPALITY.

4. CONSULATE RECENTLY VISITED BY MR. GILLES COURTASSOL, LIMITED OFFICIAL USE

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A NICE RESIDENT, WHO HAD FORMERLY BEEN EMPLOYED BY RADIO CONTINENTALE AS A JOURNALIST ANNOUNCER TRAINEE. HIS MOST RECENT JOB FOR THE PAST SEVERAL MONTHS WAS WITH RADIO CONTINENTALE AS DIRECTOR OF NEWS BROADCASTING. COURTASSOL, WHO APPEARS TO BE A WELL EDUCATED AND SERIOUS JOURNALIST, CALLED ON CONSULATE TO EXPRESS HIS DISMAY OVER THE RADIO CONTINENTALE "FIASCO". HE EXPLAINED THAT RADIO CONTINENTALE WAS ESTABLISHED IN NOVEMBER 1976 BY MR. RICHARD EATON, AN ELDERLY AMERICAN CITIZEN, OWNER OF U.B.C. (UNITED BROADCASTING COMPANY INC.), BASED AT 4733 BETHESDA AVENUE, BETHESDA, MARYLAND 20014. ACCORDING TO COURTASSOL, MR. EATON ESTABLISHED THE STATION WITH THE GENIAL IDEA OF CREATING A REGIONAL RADIO STATION FOR THE COTE D'AZUR AREA, WHICH WOULD REPLACE RADIO MONTE CARLO WHICH NOW IS RECOGNIZED TO HAVE A NATIONAL AND INTERNATIONAL AUDIENCE. FOLLOWING HIS ARRIVAL IN NICE, MR. EATON, WHO HAS NEVER WORKED ABROAD AND SPEAKS NO FRENCH, PROCEEDED TO PLACE ADS IN THE LOCAL NEWSPAPERS RECRUITING PERSONNEL. COURTASSOL EXPLAINED THAT TWO FRENCHMEN, ALAIN VIDAL AND YVES DEMAZIERES WERE HIRED TO CREATE AND MANAGE THE STATION; NEITHER MAN HAS HAD ANY EXPERIENCE WITH BROADCASTING AND

THUS COMMITTED GRAVE ERRORS FROM THE START. AS A RESULT

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BIB-01 /041 W

-----073175 241117Z /12

R 241044Z JUN 77

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 4689

INFO AMEMBASSY ROME

AMCONSUL GENOA

AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL STRASBOURG

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OF THEIR INCOMPETENCE, THEY CONVINCED EATON TO INSTALL THE MOST MODERN, AND EXPENSIVE AMERICAN BROADCASTING EQUIPMENT IN VENTIMIGLIA, ITALY WHERE THEY WERE TECHNICALLY UNABLE TO EMIT AND THUS WERE OBLIGED TO MOVE THE ENTIRE STATION TO BORDIGHERA. IN NAMING THE STATION "RADIO CONTINENTALE" THEY HAVE CREATED THE FALSE IMPRESSION ON THE FRENCH RIVIERA THAT THE STATION IS NATIONAL IN SCOPE AND THUS THEY ARE UNABLE TO ATTRACT THE LOCAL PUBLICITY NECESSARY TO KEEP THE STATION OPERATING. IN ADDITION, THE FRENCH MANAGERS HAVE FLASHED SO MUCH AMERICAN MONEY AROUND NICE, MONTE CARLO AND IN THE ITALIAN BORDER TOWNS, THAT SEVERAL LOCAL PEOPLE ARE CONVINCED THAT THE WHOLE OPERATION IS A C.I.A. VENTURE.

5. RADIO CONTINENTALE HAD FORMERLY BEEN BROADCASTING  
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MUSIC AND NEWS ON 101 MHZ FM FROM THEIR 8000 WATT TRANSMITTER, BUT WENT OFF THE AIR A MONTH AGO. CONSULATE IS AWARE OF FACT THAT ALL POSSIBLE ASSISTANCE IN ESTABLISHING AN OFFICE IN NICE WAS AFFORDED BY THE CITY, AT THE DIRECTION OF THE MAYOR, MINISTER JACQUES MEDECIN. DUE TO ERRORS NOTED ABOVE, HOWEVER, MAYOR HAS WITHDRAWN ALL SUPPORT. ANY NEW DEVELOPMENTS REGARDING THIS STATION WILL BE REPORTED TO DEPARTMENT.  
MURPHY UNQUOTE  
GAMMON

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## Message Attributes

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**Subject:** RADIO CONTINENTALE (UNITED BROADCASTING COMPANY, INC.)  
**TAGS:** SOPN, ETEL, FR, MN, IT, UNITED BROADCASTING INC, NATIONAL HERALD TRIBUNE,  
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